

<u>Careers</u> in BC <u>Government</u> Communications

A PLANNING GUIDE

August 1999



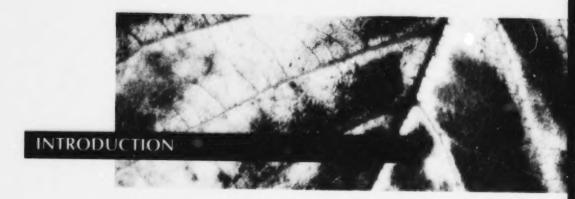
BC COMMUNICATIONS



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Careers in BC Government Communications



INTRODUCTION

Purpose

This career planning guide has been prepared for individuals wishing to pursue a career in the communications field in the BC Government. Users of this guide would typically include:

- Individuals currently working within the BC government communications field and wanting to explore career possibilities and advancement within the field
- Individuals employed by the BC government in a different capacity; i.e. who work in areas other than communications; who are interested in moving into the communications field
- Individuals, not currently employed by the BC Government who are considering entering the government communications field

The guide explains typical career paths for the 6 major occupational streams in the BC government communications field:
Communications Generalist, Communications Planner, Media Relations Officer, Issues Management Coordinator, Events Coordinator and Management Level positions. Through exploring this guide individuals will understand the knowledge and skill requirements for the different levels within each stream and the interrelationships between the functions.

To fully benefit from this guide continue working through this Introductory section. This section explains the diagrams and charts and the various ways to enter/advance within the communications field, including how one progresses to senior management.

How to Use this Guide

Career Path Diagram

The Career Path Diagram on page 9 provides a pictorial representation of typical career progression within the communications field. The diagram provides information about progression within and across the major streams in communications. You may work with the diagram in the following ways:

- Review the diagram to help determine your desired career direction. Generic titles have been used to describe positions. To obtain details of the positions see the relevant section later in this guide.
- Refer to the relevant section to determine the specific requirements for the jobs in your desired career path. To determine your strengths complete a self assessment. Work through the statements provided to determine whether you have the required background, knowledge and skills required. Look more specifically for areas requiring further development relative to the jobs to which you aspire.
- Consider developmental activities (e.g., training, secondments, etc.) that could provide opportunities to enhance the education, skills and knowledge required.

Individual Career Streams

There is a separate section for the following communications streams:

- Events Coordinator
- Communications Generalist
- Communications Planner
- Media Relations Officer
- Issues Management Coordinator
- Management Levels

At the beginning of each section you will find a summary diagram depicting the career path options that are available to you. Working from the bottom of the page, you will note that the boxes moving up the left hand side of the diagram portray the progression within the functional specialty; i.e. from a CO2 Issues Management Coordinator to a CO3 Issues Management Coordinator etc. The diagram (right-hand side) also indicates options for moving into other streams which provide for more career growth.

Career Progression Guidelines

In general, progression to senior management positions within communications requires the acquisition of a broad and thorough skill and knowledge base across all streams within the communications field. When thinking about your career plans you may wish to consider the following:

- Experience in the following four communications streams; i.e., generalist, planning, media and issues, will be most beneficial to the development of a well rounded career.
- Lateral moves are a normal part of career progression. These are shown as 'cross-overs' on the career path diagram.
- 'Decision point' depicted on the career path diagram indicates opportunities to broaden experience, thereby preparing you for more senior positions.

The option of a specialist position exists in some of the functions. You should be aware, however, that choosing the specialist route may limit your opportunities for more senior positions.

Position profiles follow the diagram. Each profile notes education and experience required for the position level. In addition, statements describing the level of expertise required are grouped under the following headings:

- Education or Training No Experience
- Performed Under Supervision
- Performed Independently
- Performed Independently and Supervised Others

Each profile shows the types of positions (source) that individuals may come from as well as the developmental and promotional options.

Entry Into BC Government Communications

Individuals who are interested in joining the public service in the communications field have several ways to enter.

1. Permanent Positions:

The following process is followed when filling vacant communications positions.

a) In-service Postings

Communications positions are initially posted in-service to provide opportunities for internal promotions. In-service means that only current BC government employees with in-service status may apply.

Out-of-service auxiliaries interested in a communications position that has been posted in-service must apply on the competition if they wish to be considered for the position (along with the Communications Professionals Inventory - see below) in the case where no internal candidates are found.

Permanent positions are posted every second Friday in the BC Government "Postings" paper as well as on the "Postings" web site.

b) Communications Professionals Inventory

If no qualified candidates are found internally through an in-service posting, then ministries can access the Communications Professionals Inventory for referral of external (out-of-service) candidates who have met the minimum criteria. Candidates from the inventory will be considered along with the out-of-service auxiliaries who may have also applied on the in-service posting.

To become part of the inventory, individuals (non-employees) must complete an on-line application through the Applicant Inventory System (AIS) web site. Alternately, on-line applications can be completed in-person at the Recruitment Access

Offices in Victoria or Vancouver (see contact list below).

c) Out-of-service Postings
If no qualified candidates are found internally or from the inventory, then the ministry may re-post the position out-of-service in the BC Government Postings. This means that out-of-service auxiliaries and individuals who are not current government employees can apply directly on the competition.

2. Auxiliary Opportunities

Where no regular employees are available, ministries may hire staff for time limited assignments. These are "auxiliary" positions that can offer valuable experience for people interested in securing on-going employment or increasing their skills and knowledge in the communications area. To be referred to auxiliary assignments, out-of-service applicants (non-employees) must apply on the Communications Professionals Inventory by completing the on-line application through the Applicant Inventory System (AIS) web site. Auxiliary employees who will have their term ending within two weeks may also register in this inventory for referral only to another auxiliary opportunity.

3. Public Service Youth Employment Opportunities

Youth employment opportunities exist in the BC Government to provide recent post-secondary graduates with work experience that will help them obtain work in their career area. Information on this program and a listing of current employment opportunities are posted on the Public Service Youth Employment Opportunities web site which can be accessed through the Youth Options BC web site.

4. Coop Terms

Terms are available and are posted in the recruitment offices of local colleges and universities. These terms typically last 4 months and are combined with a relevant academic program. They offer excellent experience and the opportunity for a candidate to test out the field prior to commitment to a full-time position. See your coop liaison officer for further information about available opportunities.

5. Contracting

This may be another option for those who wish to do short term projects. The majority of opportunities exist through individual ministries. It is adviseable to contact them directly. Occasionally larger contracts are offered by a tender process and are listed with the BC Purchasing Commission on the BC Bid web site.

Contact Information

1. BC Government Postings

(http://www.postings.gov.bc.ca/) Hard copies are available at all government offices.

2. Communications Professionals Inventory

(http://www.postings.gov.bc.ca/commun/)

or by visiting one of the Recruitment Access Offices (RAO) at:

Victoria 548 Michigan 250-356-6871

Vancouver Suite 153 - 800 Hornby 604-660-2227

3. Public Service Youth Employment Opportunities

(http://www.youth.gov.bc.ca/programs/)

4. BC Bid, Purchasing Commission (http://www.pc.gov.bc.ca)

Government of British Columbia Telephone Directory (http://www.dir.gov.bc.ca)

Directory information can also be obtained through:

Crown Publications

(http://www.crownpub.bc.ca/) 521 Fort Street, Victoria 250-386-4630

Queen's Printer

(http://www.publications.bc.ca/) 2-563 Superior Street, Victoria 250-387-6409 or 1-800-663-6105

Enquiry BC

Victoria: 387-6121 Vancouver: 660-2421

Elsewhere in BC: 1-800-663-7867

Advancement Within the BC Public Service

For individuals within the public service who are interested in moving into communications or those in the field interested in advancing there are several avenues to consider:

1. Permanent Positions

Current BC government employees with in-service status can apply on in-service and out-of-service positions. Permanent positions are posted every second Friday in the BC Government "Postings" paper as well as on the "Postings" web site.

2. Temporary Assignments

Ministries may temporarily reassign regular employees to short-term work assignments. Depending on the duration, these temporary assignments may be filled from within the work unit or are posted within a ministry or government-wide. These opportunities are open only to regular employees of the Public Service. Temporary assignments are listed on the Postings web site every Monday and Thursday, and may contain geographic or other restrictions. Applicants should apply directly to the closing location noted in the posting.

3. Government Mentoring Program (Public Service Employee Relations Commission - PSERC)

A formal mentoring program has been set up by government in all ministries and regions of the province. The program encourages individuals to actively pursue careers in government by linking them with people already established in their field or in other areas of interest who can act as role models and advisors. All regular and some long-term auxiliary government employees are eligible for this program. Interested individuals should review the "application package" available through ministry human resources offices or visit the web site.

4. Career Development and Resource Centre (CDRC), PSERC

CDRC provides career planning services for BC Government employees. Employees must be referred through ministry Human Resources offices.

BC Communications Training Program BC Communications has developed an internal training program focusing on specific skill development areas. This training is continuously updated to reflect changing needs.

Employee Learning Services (ELS), PSERC

ELS provides a variety of crossgovernment training programs for government employees. A wide range of programs and courses are offered through this agency, including leadership and management training programs. Available training programs and services are listed on the ELS web site.

Contact Information

BC Government Postings (http://www.postings.gov.bc.ca/)

Hard copies are available at all government offices

Mentoring Program (PSERC) (http://gww.pserc.gov.bc.ca/mentor_site/)

3. Career Development and Resource Centre (PSERC)

(http://gww.pserc.gov.bc.ca/cdrc/)

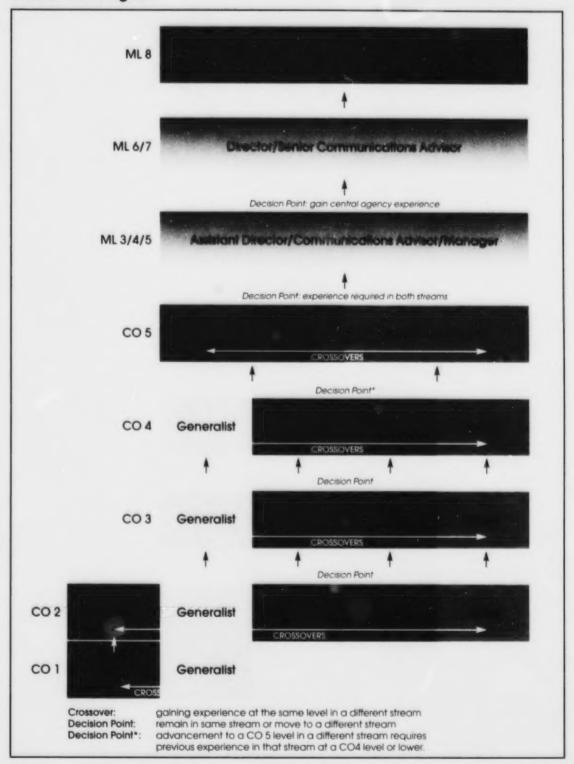
BC Communications Training Program Manager, Professional Development and Recruitment 250-356-1113

5. Employee Learning Services (PSERC) (http://gww.pserc.gov.bc.ca/els/)

This guide, as well as additional career planning information, is available on the BC Communications Career Opportunities web site. Please see the on-line version for any future changes to the guide. (http://www.gov.bc.ca/communications/careers/)



Career Path Diagram



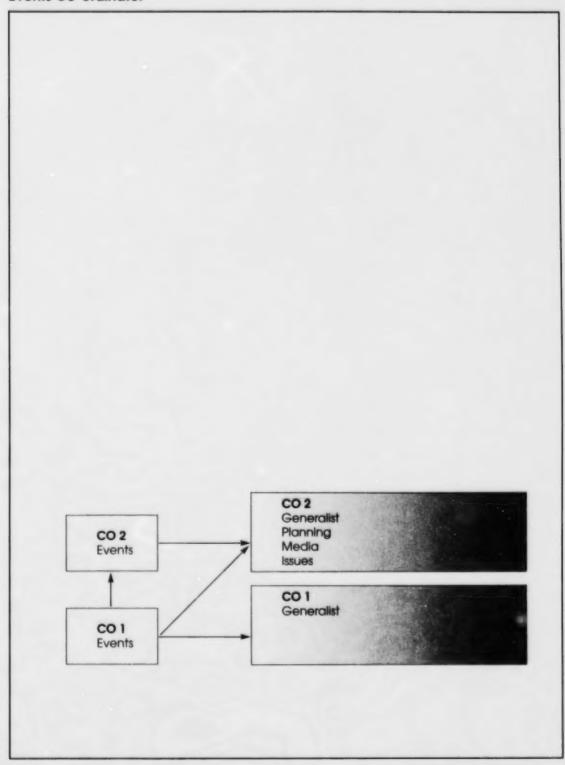




Careers in BC Government Communications



Events Co-ordinator





EVENTS CO-ORDINATOR



Sources of Candidates For Tills Position

This is typically an entry level position. Candidates may come from universities and colleges or from administrative roles.

Education Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Education or Training - No Experience

- Develop and co-ordinate a diverse and wide range of public and special events
- Direct promotional material or media information materials, i.e. arrange the printing/distribution of all printed material for events and promotions; coordinate briefing notes, news releases, speeches and on-site services
- ☐ Develop schedules and itineraries
- Meet with event hosts/sponsors to determine agendas, schedules, audience profile and guests
- Co-ordinate logistics and determine necessary equipment, supplies and services required
- □ Prepare cost estimates for communications products/services
- Compile budgets to manage and achieve communications objectives
- ☐ Assess the needs for contracted communications services

Potential Developmental or Promotional Opportunities



CO1:

Generalist

CO2:

- Events Co-ordinator
- Generalist
- Planning
- Media
- Issues

EVENTS CO-ORDINATOR (CO2)

The skills and abilities listed below reflect additional qualifications required for the CO2 Events Co-ordinator. To gain the complete picture of requirements refer to the statements outlined for the CO1 Events Co-ordinator, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

This is typically an entry level position. Candidates may come from universities and colleges or from administrative roles, and CO1 Events or Generalist.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum one year related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

- ☐ Manage promotional campaigns to promote public or media awareness of events (e.g. open houses, tours, exhibits)
- Provide advisory services to the executive and program managers on effective event or promotional campaigns
- ☐ Provide project direction as a team leader
- ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance

reviews and initiate corrective measures)

Performed Under Supervision

- ☐ Develop schedules and itineraries
- Meet with event hosts/sponsors to determine agendas, schedules, audience profile and guests
- Co-ordinate logistics and determine necessary equipment, supplies and services required

Potential Developmental or Promotional Opportunities



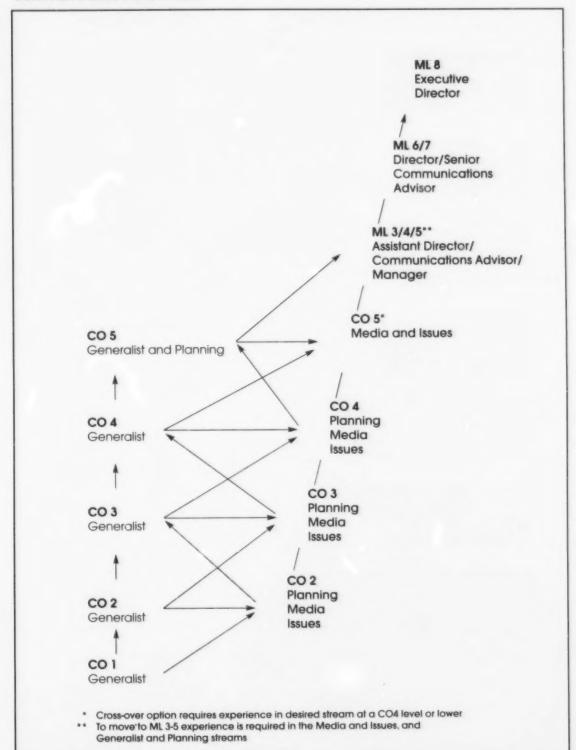
CO2:

- Generalist
- Planning
- Media
- Issues



Careers in BC Government Communications







COMMUNICATIONS GENERALIST (CO1)



Sources of Candidates For This Position

This is typically an entry level position. Candidates may come from universities and colleges or from administrative roles and CO1 Events.

Education Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Education or Training - No Experience

- ☐ Develop and implement short and long-term communications plans
- ☐ Identify target audiences/media outlets to maximize impact of announcements or news releases
- □ Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
- Organize news conferences on behalf of the executive for program or policy announcements
- Identify emerging media issues or emerging trends that may have an impact on the organization
- ☐ Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media
- Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization

	Develop and co-ordinate a diverse and wide range of public and special events
	Co-ordinate logistics and determine necessary equipment, supplies and services required
	Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and publications
0	Produce written communications materials (e.g. news releases, speeches, newsletter copy, brochure copy, correspondence, advertising copy, etc.)
	Liaise with printers, graphic artists, photographers and other corporate staff in producing and reprinting publications
	Prepare cost estimates for communications products/services
	Compile budgets to manage and achieve communications objectives
	Assess the needs for contracted communications services

Potential Developmental or Promotional Opportunities



CO2:

- Generalist
- Planning
- Media
- Issues

COMMUNICATIONS GENERALIST (CO2)

The skills and abilities listed below reflect additional qualifications required for the CO2 Generalist. To gain the complete picture of requirements refer to the statements outlined for the CO1 Generalist, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

This is typically an entry level position. Candidates may come from universities and colleges, administrative roles or from CO1 Generalist or Events.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum one year related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

- Determine communications priorities in conjunction with executive and program management
- □ Advise executive on effective media and stakeholder responses
- ☐ Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated
- Evaluate quality of written materials to ensure integrity of corporate standards

- ☐ Provide project direction as a team leader
- ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Under Supervision

- ☐ Identify emerging media issues or emerging trends that may have an impact on the organization
- Co-ordinate logistics and determine necessary equipment, supplies and services required
- □ Produce written communications materials (e.g. news releases, speeches, newsletter copy, brochure copy, correspondence, advertising copy, etc.)

Potential Developmental or Promotional Opportunities



CO2:

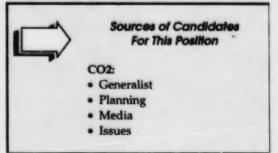
- Planning
- Media
- Issues

CO3:

- Generalist
- Planning
- Media
- Issues

COMMUNICATIONS GENERALIST (CO3)

The skills and abilities listed below reflect additional qualifications required for the CO3 Generalist. To gain the complete picture of requirements refer to the statements outlined for the CO2 Generalist, as these provide the base requirements for higher level positions.



Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum two years related experience working in or with the media, or in a public relations/corporate communications environment.

Education or Training - No Experience

☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Under Supervision

 Determine communications priorities in conjunction with executive and program management

☐ Develop and implement short and long-term communications plans	staff in producing and reprinting publications
☐ Work with executive and program staff to integrate program planning with	☐ Provide project direction as a team leader
□ Advise executive on effective media and stakeholder responses	☐ Prepare cost estimates for communications products/services
☐ Identify target audiences/media outlets to maximize impact of announcements	Compile budgets to manage and achieve communications objectives
or news releases	☐ Assess the needs for contracted communications services
☐ Prepare briefing/informational material for executive or program staff prior to presentations or responses to	□ Prepare, negotiate, tender and award contracts
the media, public, interest groups, or other stakeholders	☐ Monitor and evaluate contracted services
☐ Develop co-operative working relationships with members of the media and with partner organizations	Performed Independently
to ensure strategies for common issues are consistent and co-ordinated	☐ Co-ordinate logistics and determine necessary equipment, supplies and
 Organize news conferences on behalf of the executive for program or policy announcements 	services required
 Develop and implement communications strategies including public and media responses for use by 	Promotional Opportunities
executive and program staff in publicly responding to critical events, issues and media	CO3: Planning Media
☐ Implement an issues and/or media	• Issues
tracking system to monitor current or potential issues of concern to the organization	CO4: • Generalist
Develop and co-ordinate a diverse and	Planning Media
wide range of public and special events	Issues
□ Negotiate and approve services for events and promotions	
Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and publications	
☐ Evaluate quality of written materials to ensure integrity of corporate standards	
☐ Liaise with printers, graphic artists, photographers and other corporate	

COMMUNICATIONS GENERALIST (CO4)

The skills and abilities listed below reflect additional qualifications required for the CO4 Generalist. To gain the complete picture of requirements refer to the statements outlined for the CO3 Generalist, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO3:

- Generalist
- Planning
- Media
- Issues

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum one year supervisory experience.

Performed Under Supervision

☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Independently

- ☐ Develop and implement short and long-term communications plans
- ☐ Advise executive on effective media and stakeholder responses

0	Identify target audien es/media outlets to maximize impact of announcements or news releases
	Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
0	Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated
	Identify emerging media issues or emerging trends that may have an impact on the organization
	Provide project direction as a team leader
	Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



CO5:

- Generalist and Planning
- Media and Issues*
- Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Media or Issues stream.

• COMMUNICATIONS GENERALIST AND PLANNER (CO-5)

The skills and abilities listed below reflect additional qualifications required for the CO5 Communications Generalist and Planner. To gain the complete picture of requirements refer to the statements outlined for the CO4 Generalist and the CO4 Planner, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO4:

- Generalist
- Planning
- Media*
- Issues*
- Advancement to a CO5 level requires previous experience at a CO4 level or lower in the generalist or planning stream.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum two years supervisory experience.

Performed Independently

- □ Work with executive and program staff to integrate program planning with corporate communications strategies
- Recommend communications and public relations updates/initiatives in response to changing internal and external environments

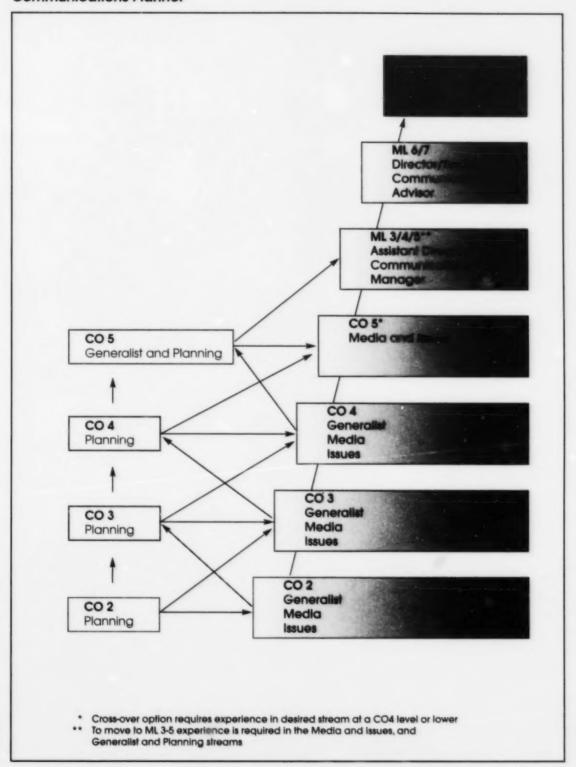
□ Organize news conferences on behalf of Develop standards for an ensure the quality and effectiveness of written the executive for program or policy materials announcements □ Develop and implement Performed Independently and communications strategies including Supervised Others public and media responses for use by executive and program staff in publicly ☐ Co-ordinate logistics and determine responding to critical events, issues and media necessary equipment, supplies, and services required ☐ Implement an issues and/or media ☐ Co-ordinate day-to-day tracking system to monitor current or communications services, including potential issues of concern to the preparation of information materials, organization speeches, back-grounders, briefing □ Develop and co-ordinate a diverse and notes, scripts, etc. wide range of public and special events ☐ Prepare cost estimates for □ Negotiate and approve services for communications products/services events and promotions ☐ Manage the production of a variety of written communications materials and Potential Developmental or products including speeches, news **Promotional Opportunities** releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and Individuals wanting to publications progress beyond the CO5 to ☐ Evaluate quality of written materials to ML3-5 level would first ensure integrity of corporate standards require experience in both the Generalist and Planning □ Produce written communications streams and the Media and materials (e.g. news releases, speeches, Issues streams. newsletter copy, brochure copy, correspondence, advertising copy, etc) ☐ Liaise with printers, graphic artists, photographers and other corporate staff in producing and reprinting publications ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures) ☐ Compile budgets to manage and achieve communications objectives Assess the needs for contracted communications services ☐ Prepare, negotiate, tender and award contracts ☐ Monitor and evaluate contracted

services



Careers in BC Government Communications







COMMUNICATIONS PLANNER



Sources of Candidates For This Position

This is typically an entry level position. Candidates may come from universities and colleges, administrative roles or from CO1 Generalist or Events.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum one year related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

- Assess organization's annual communications and public relations needs in conjunction with executive and program management
- Determine communications priorities in conjunction with executive and program management
- Develop and implement annual corporate communications plan as approved by executive
- Develop and implement short and long-term communications plans
- Recommend communications and public relations updates/initiatives in response to changing internal and external environments
- Develop standards for an ensure the quality and effectiveness of written materials

☐ Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and publications ☐ Evaluate quality of written materials to ensure integrity of corporate standards Monitor written material to ensure it reflects appropriate corporate messages ☐ Provide advisory services to program managers on all aspects of written communications ☐ Provide project direction as a team leader ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures) ☐ Prepare cost estimates for communications products/services ☐ Compile budgets to manage and achieve communications objectives Assess the needs for contracted communications services Performed Under Supervision ☐ Co-ordinate day-to-day communications services, including preparation of information materials, speeches, backgrounders, briefing notes, scripts, etc. ☐ Establish the organization's priorities for the development of written communications products ☐ Produce written communications materials (e.g., news releases, speeches,

newsletter copy, brochure copy, correspondence, advertising copy, etc)

Performed Independently

- ☐ Use recognized standards of business English including grammar, spelling and syntax
- Research and produce written correspondence on behalf of senior officials

Potential Developmental or Promotional Opportunities



CO2:

- Generalist
- Media
- Issues

CO3:

- Planning
- Generalist
- Media
- Issues

COMMUNICATIONS PLANNER (CO3)

The skills and abilities listed below reflect additional qualifications required for the CO3 Communications Planner. To gain the complete picture of requirements refer to the statements outlined for the CO2 Communications Planner, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO2:

- Planning
- Generalist
- Media
- Issues

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum two years related experience working in or with the media, or in a public relations/corporate communications environment.

Performed Under Supervision

- Assess organization's annual communications and public relations needs in conjunction with executive and program management
- Determine communications priorities in conjunction with executive and program management
- Develop and implement annual corporate communications plan as approved by executive
- ☐ Develop and implement short and long-term communications plans

	Work with executive and program staff to integrate program planning with corporate communication strategies
	Recommend communications and public relations updates/initiatives in response to changing internal and external environments
0	Develop standards for an ensure the quality and effectiveness of written materials
	Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and publications
0	Evaluate quality of written materials to ensure integrity of corporate standards
	Monitor written material to ensure it reflects appropriate corporate messages
	Provide advisory services to program managers on all aspects of written communications
	Provide project direction as a team leader
	Prepare cost estimates for communications products/services
	Compile budgets to manage and achieve communications objectives
	Assess the needs for contracted communications services
	Prepare, negotiate, tender and award contracts
0	Monitor and evaluate contracted services
Pen	formed Independently and pervised Others
	Use recognized standards of business English including grammar, spelling and syntax
	Research and produce written

Potential Developmental or Promotional Opportunities



CO3:

- Generalist
- Media
- Issues

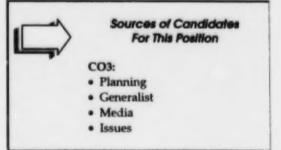
CO4:

- Planning
- Generalist
- Media
- Issues

officials

COMMUNICATIONS PLANNER (CO4)

The skills and abilities listed below reflect additional qualifications required for the CO4 Communications Planner. To gain the complete picture of requirements refer to the statements outlined for the CO3 Communications Planner, as these provide the base requirements for higher level positions.



Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum one year supervisory experience.

Performed Under Supervision

☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Independently

☐ Develop and implement short and long-term communications plans

- Co-ordinate day-to-day communications services, including preparation of information materials, speeches, backgrounders, briefing notes, scripts, etc.
- Monitor written material to ensure it reflects appropriate corporate messages
- Provide advisory services to program managers on all aspects of written communications
- Establish the organization's priorities for the development of written communications products
- ☐ Provide project direction as a team leader
- □ Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



CO5:

- · Generalist and Planning
- · Media and Issues*
- Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Media or Issues stream.

COMMUNICATIONS GENERALIST AND PLANNER (CO5)

The skills and abilities listed below reflect additional qualifications required for the CO5 Communications Generalist and Planner. To gain the complete picture of requirements refer to the statements outlined for the CO4 Generalist and the CO4 Planner, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO4:

- Generalist
- Planning
- Media*
- · Issues*
- Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Generalist or Planning stream.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum two years supervisory experience.

Performed Independently

- □ Work with executive and program staff to integrate program planning with corporate communications strategies
- Organize news conferences on behalf of the executive for program or policy announcements

- ☐ Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media ☐ Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization ☐ Recommend communications and public relations updates/initiatives in response to changing internal and external environments Develop and co-ordinate a diverse and wide range of public and special events ■ Negotiate and approve services for events and promotions ☐ Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and publications ☐ Evaluate quality of written materials to ensure integrity of corporate standards □ Produce written communications materials (e.g. news releases, speeches, newsletter copy, brochure copy, correspondence, advertising copy, etc) ☐ Liaise with printers, graphic artists, photographers and other corporate staff in producing and reprinting publications ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures) ☐ Compile budgets to manage and achieve communications objectives Assess the needs for contracted communications services ☐ Prepare, negotiate, tender and award
- ☐ Monitor and evaluate contracted services
- Develop standards for an ensure the quality and effectiveness of written materials

Performed Independently and Supervised Others

- □ Co-ordinate day-to-day communications services, including preparation of information materials, speeches, back-grounders, briefing notes, scripts, etc.
- Co-ordinate logistics and determine necessary equipment, supplies and services required
- □ Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



Individuals wanting to progress beyond the CO5 to ML3-5 level would first require experience in both the Generalist and Planning streams and the Media and Issues streams.

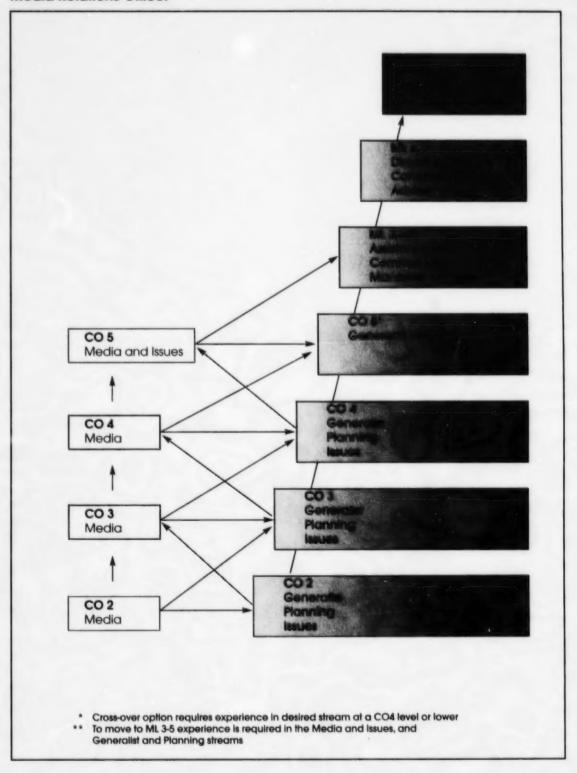
contracts



Careers in BC Government Communications



Media Relations Officer





MEDIA RELATIONS OFFICER (CO2)



Sources of Candidates For This Position

This is typically an entry level position. Candidates may come from universities and colleges or from administrative roles.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum one year related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

□ Approve flow of information materials
 □ Advise executive on effective media and stakeholder responses
 □ Identify target audiences/media outlets to maximize impact of announcements or news releases
 □ Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
 □ Develop co-operative working

relationships with members of the media and with partner organizations to ensure strategies for common issues

- are consistent and co-ordinated

 Provide advice on media relations
- Act as corporate spokesperson as directed by senior staff

	Organize news conferences on behalf of the executive for program or policy announcements
	Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues
	Prepare public/media statements for executive in response to public or media reaction to critical events or issues
	Direct and co-ordinate responses to stakeholder concerns
.0	Prepare briefing notes or alternative communication vehicles to ensure executive and program staff are informed of current or emerging trends
0	Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media
	Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization
	Provide project direction as a team leader
	Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)
	Prepare cost estimates for communications products/services
	Compile budgets to manage and achieve communications objectives
	Assess the needs for contracted communications services

Performed Under Supervision

- ☐ Contribute to corporate-wide issues management system to ensure executive are promptly informed about media issues which may affect the organization
- ☐ Identify emerging media issues or emerging trends that may have an impact on the organization

Potential Developmental or Promotional Opportunities



CO2:

- Generalist
- Planning
- Issues

CO3:

- Planning
- Generalist
- Media
- Issues

MEDIA RELATIONS OFFICER (CO3)

The skills and abilities listed below reflect additional qualifications required for the CO3 Media Relations Officer. To gain the complete picture of requirements refer to the statements outlined for the CO2 Media Relations Officer, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO2:

- Generalist
- Planning
- Media
- Issues

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum two years related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

- ☐ Develop effective corporate media policies and ensure compliance
- ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Under Supervision

☐ Approve flow of information materials

	Advise executive on effective media and stakeholder responses
	Identify target audiences/media outlets to maximize impact of announcements or news releases
	Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
0	Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated
	Provide advice on media relations
	Act as corporate spokesperson as directed by senior staff
	Organize news conferences on behalf of the executive for program or policy announcements
	Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues
	Prepare public/media statements for executive in response to public or media reaction to critical events or issues
	Direct and co-ordinate responses to stakeholder concerns
	Prepare briefing notes or alternative communication vehicles to ensure executive and program staff are informed of current or emerging trends
	Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media
0	Implement an issues and/or media tracking system to monitor current or potential issues of concern to the

□ Provide project direction as a team leader
 □ Prepare cost estimates for communications products/services
 □ Compile budgets to manage and achieve communications objectives
 □ Assess the needs for contracted communications services
 □ Prepare, negotiate, tender and award contracts
 □ Monitor and evaluate contracted

Potential Developmental or Promotional Opportunities



CO3:

Generalist

services

- Planning
- Issues

CO4:

- Planning
- Generalist
- Media
- Issues

organization

MEDIA RELATIONS OFFICER (CO4)

The skills and abilities listed below reflect additional qualifications required for the CO4 Media Relations Officer. To gain the complete picture of requirements refer to the statements outlined for the CO3 Media Relations Officer, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO3:

- Media
- Issues
- Planning
- Generalist

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum one year supervisory experience.

Performed Under Supervision

☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Independently

☐ Advise executive on effective media and stakeholder responses

0	Identify target audiences/media outlets to maximize impact of announcements or news releases
	Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
	Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated
0	Contribute to corporate-wide issues management system to ensure executive are promptly informed about media issues which may affect the organization
	Identify emerging media issues or emerging trends that may have an impact on the organization
0	Prepare briefing notes or alternative communication vehicles to ensure executive and program staff are informed of current or emerging trends
	Provide project direction as a team leader
	Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



COS

- Media and Issues
- Generalist and Planning*
- * Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Generalist or Planning stream.

MEDIA AND ISSUES (CO5)

The skills and abilities listed below reflect additional qualifications required for the CO5 Media Relations and Issues Management. To gain the complete picture of requirements refer to the statements outlined for the CO4 Media Relations Officer and the CO4 Issues Management Coordinator as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO4:

- Media
- Issues
- Generalist*
- Planning*
- Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Media or Issues stream.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum two years supervisory experience.

Performed Under Supervision

☐ Develop effective corporate media policies and ensure compliance

Performed Independently

- ☐ Approve flow of information materials
- ☐ Provide advice on media relations

	Act as corporate spokesperson as directed by senior staff
	Organize news conferences on behalf of the executive for program or policy announcements
0	Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues
0	Prepare public/media statements for executive in response to public or media reaction to critical events or issues
	Direct and co-ordinate responses to stakeholder concerns
	Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media
	Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization
	Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)
	Compile budgets to manage and achieve communications objectives
	Assess the needs for contracted communications services
	Prepare, negotiate, tender and award contracts
	Monitor and evaluate contracted services

Performed Independently and Supervised Others

□ Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



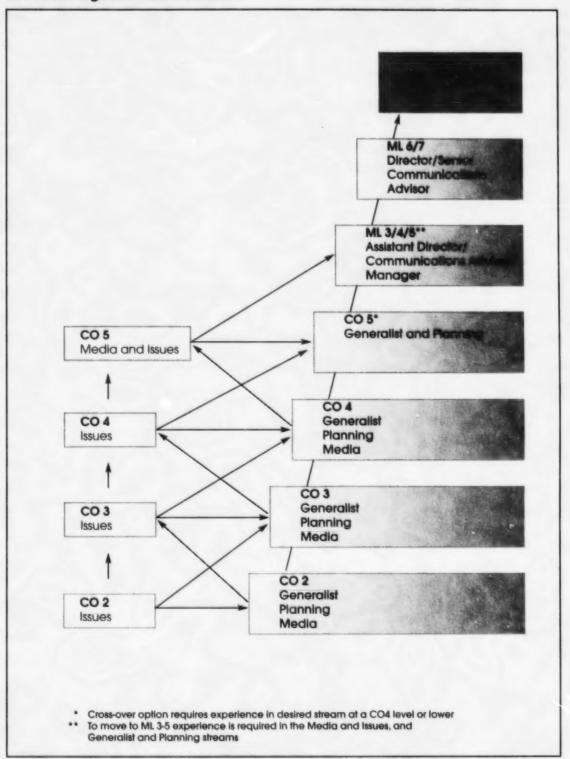
Individuals wanting to progress beyond the CO5 to ML3-5 level would first require experience in both the Generalist and Planning streams and the Media and Issues streams.

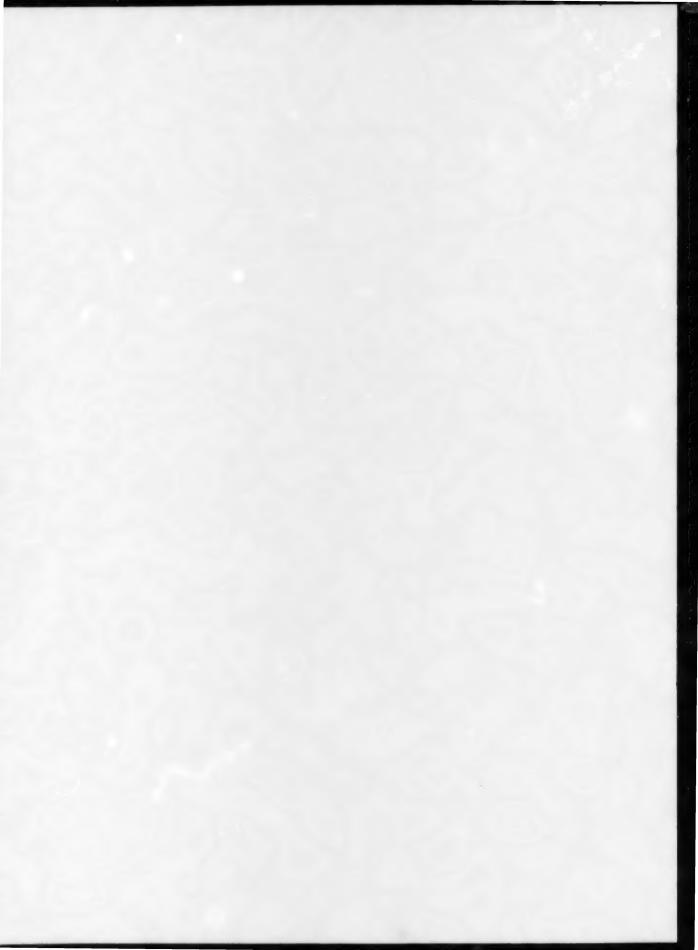


Careers in BC Government Communications



Issues Management Co-ordinator





ISSUES MANAGEMENT CO-ORDINATOR (CO2)



Sources of Candidates For This Position

This is typically an entry level position. Candidates may come from universities and colleges or from administrative roles.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum one year related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

- ☐ Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues
- □ Prepare public/media statements for executive in response to public or media reaction to critical events or issues
- ☐ Direct and co-ordinate responses to stakeholder concerns
- □ Prepare briefing notes or alternative communication vehicles to ensure executive and program staff are informed of current or emerging trends
- ☐ Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media

	Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization
	Approve flow of information materials
0	Advise executive on effective media and stakeholder responses
	Identify target audiences/media outlets to maximize impact of announcements or news releases
	Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
	Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated
	Provide advice on media relations
	Act as corporate spokesperson as directed by senior staff
	Organize news conferences on behalf of the executive for program or policy announcements
	Provide project direction as a team leader
	Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)
	Prepare cost estimates for communications products/services
	Compile budgets to manage and achieve communications objectives
	Assess the needs for contracted communications services

Performed Under Supervision

- ☐ Identify emerging media issues or emerging trends that may have an impact on the organization
- ☐ Contribute to corporate-wide issues management system to ensure executive are promptly informed about media issues which may affect the organization

Potential Developmental or Promotional Opportunities



CO2:

- Generalist
- Planning
- Media

CO3:

- Issues
- Generalist
- Planning
- Media

ISSUES MANAGEMENT CO-ORDINATOR (CO3)

The skills and abilities listed below reflect additional qualifications required for the CO3 Issues Management Co-ordinator. To gain the complete picture of requirements refer to the statements outlined for the CO2 Issues Management Co-ordinator, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO2:

- Issues
- Generalist
- Planning
- Media

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum two years related experience working in or with media, or in a public relations/corporate communications environment.

Education or Training - No Experience

- Develop effective corporate media policies and ensure compliance
- ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Per	formed Under Supervision
	Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues
	Prepare public/media statements for executive in response to public or media reaction to critical events or issues
	Direct and co-ordinate responses to stakeholder concerns
	Prepare briefing notes or alternative communication vehicles to ensure executive and program staff are informed of current or emerging trends
0	Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media
	Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization
	Approve flow of information materials
	Advise executive on effective media and stakeholder responses
	Identify target audiences/media outlets to maximize impact of announcements or news releases
0	Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
	Develop co-operative working relationships with members of the

media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated

Provide advice on media relations

Act as corporate spokesperson as directed by senior staff

Organize news conferences on behalf of the executive for program or policy announcements
Provide project direction as a team leader
Prepare cost estimates for communications products/services
Compile budgets to manage and achieve communications objectives
Assess the needs for contracted communications services
Prepare, negotiate, tender and award contracts
Monitor and evaluate contracted

Potential Developmental or Promotional Opportunities



CO3:

Generalist

services

- Planning
- Media

CO4:

- Issues
- Media
- Generalist
- Planning

ISSUES MANAGEMENT CO-ORDINATOR (CO4)

The skills and abilities listed below reflect additional qualifications required for the CO4 Issues Management Co-ordinator. To gain the complete picture of requirements refer to the statements outlined for the CO3 Issues Management Co-ordinator, as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO3:

- Issues
- Generalist
- · Planning
- Media

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum one year supervisory experience.

Performed Under Supervision

☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)

Performed Independently

☐ Identify emerging media issues or emerging trends that may have an impact on the organization

	Prepare briefing notes or alternative communication vehicles to ensure executive and program staff are informed of current or emerging trend
	Advise executive on effective media and stakeholder responses
	Identify target audiences/media outle to maximize impact of announcements or news releases
0	Prepare briefing/informational material for executive or program staff prior to presentations or responses to the media, public, interest groups, or other stakeholders
0	Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated
0	Contribute to corporate-wide issues management system to ensure executive are promptly informed about media issues which may affect the organization
	Provide project direction as a team leader
	Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



COS:

- Media and Issues
- Generalist and Planning*
- * Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Generalist or Planning stream.

MEDIA AND ISSUES (CO5)

The skills and abilities listed below reflect additional qualifications required for the CO5 Media Relations and Issues Management. To gain the complete picture of requirements refer to the statements outlined for the CO4 Media Relations Officer and the CO4 Issues Management Coordinator as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO4:

- Media
- Issues
- Generalist*
- Planning*
- Advancement to a CO5 level requires previous experience at a CO4 level or lower in the Media or Issues stream.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum three years related experience working in or with media, or in a public relations/corporate communications environment.

Minimum two years supervisory experience.

Performed Under Supervision

□ Develop effective corporate media policies and ensure compliance

Performed Independently

- ☐ Approve flow of information materials
- ☐ Provide advice on media relations
- Act as corporate spokesperson as directed by senior staff
- Organize news conferences on behalf of the executive for program or policy announcements
- □ Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues
- Prepare public/media statements for executive in response to public or media reaction to critical events or issues
- ☐ Direct and co-ordinate responses to stakeholder concerns
- □ Develop and implement communications strategies including public and media responses for use by executive and program staff in publicly responding to critical events, issues and media
- ☐ Implement an issues and/or media tracking system to monitor current or potential issues of concern to the organization
- □ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures)
- ☐ Compile budgets to manage and achieve communications objectives
- ☐ Assess the needs for contracted communications services
- ☐ Prepare, negotiate, tender and award contracts
- ☐ Monitor and evaluate contracted services

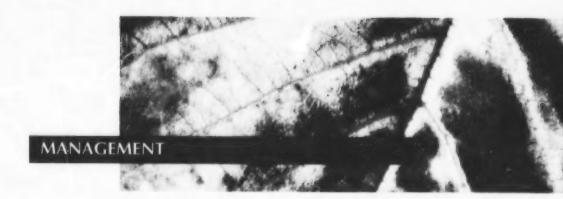
Performed Independently and Supervised Others

☐ Prepare cost estimates for communications products/services

Potential Developmental or Promotional Opportunities



Individuals wanting to progress beyond the CO5 to ML3-5 level would first require experience in both the Generalist and Planning streams and the Media and Issues streams.



Careers in BC Government Communications



MANAGEMENT LEVELS 3-5

The positions at Management levels ML 3, 4 and 5 have the same requirements with the following exceptions. Large ministries generally have higher levels based upon greater scope and complexity required in the position. Small ministries would generally have a narrower scope and complexity resulting in lower classifications. Qualifications, however, remain the same.

The skills and abilities listed below reflect higher level skills and abilities required for the ML 3-5 level position. More detail of specific knowledge, skills and abilities can be found in CO5 Media and Issues as well as in CO5 Communication Generalist and Planning as these provide the base requirements for higher level positions.



Sources of Candidates For This Position

CO5*:

- Generalist and Planning
- Media and Issues
- Experience is required in both the Generalist and Planning streams and the Media & Issues streams.

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

Minimum five years related experience working in or with the media, or in a public relations/corporate communications environment.

Minimum three years financial and human resource management experience.

Performed Independently			 Monitor financial performance against budget and manage variances 		
standa	sh objectives, policies and rds for an organization's unications function	0	Assess, prepare, negotiate, tender and award contracts		
☐ Assess corpora approv	, develop and implement annual ate communications plan as red by executive		Provide leadership within the organization on all initiatives designed to increase public awareness of corporate commitments, programs,		
to integ	with executive and program staff grate program planning with attended to the communications strategies	0	products, services or activities Direct and approve all marketing		
effectiv	p evaluation tools to monitor the reness of the annual corporate unications plan	0	material Design communications programs to promote increased understanding with stakeholders regarding organization's		
	p effective corporate media s and ensure compliance		policies, regulations and mandate		
☐ Advise	executive on effective media keholder responses	☐ Provide assistance to executive an managers on internal communical protocols within the organization			
	corporate spokesperson as d by senior staff	0	Develop standards for and ensure the quality and effectiveness of written		
informa organiz photo o	p media relations protocols for inications and public ation initiatives within the cation, e.g., news conferences, opportunities, news releases, bunders, letters to the editor	written communications ma products including speeches releases, letters, editorials, so	materials Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and		
☐ Provide	e counsel and training on media		publications Monitor written material to ensure it		
☐ Provide	advice to the executive on		reflects appropriate corporate messages		
criticism groups	regarding responses to n by media/public interest regarding policies, programs, or emerging issues		formed Independently and pervised Others		
Formal perforn evaluate standar	ly supervise staff (set nance standards, monitor and e performance against ds, conduct performance s and initiate corrective	0	Develop co-operative working relationships with members of the media and with partner organizations to ensure strategies for common issues are consistent and co-ordinated		
	valuate and approve	0	Identify emerging media issues or emerging trends that may have an impact on the organization		
	organizational requirements and staffing levels		Implement an issues and/or media		
☐ Select o	r approve the selection of staff	tracking system to monitor currer potential issues of concern to the			
	e budgets to manage and		organization		

 Manage promotional campaigns to promote public or media awareness of events (e.g. open houses, tours, exhibits)

Potential Developmental or Promotional Opportunities



ML3:

- · MLA
- ML5

ML4:

- ML5
- ML6

ML5:

- · ML6
- ML7



MANAGEMENT LEVELS 6-7

The positions at Management levels 6 & 7 have the same requirements with the following exceptions. Large ministries generally have higher levels based upon greater scope and complexity required in the position. Small ministries would generally have a narrower scope and complexity resulting in lower classifications.

Qualifications, however, remain the same.

The skills and abilities listed below reflect additional qualifications required for the ML 6-7 level position. To gain the complete picture of requirements refer to the skills and abilities outlined for the ML3-5 as these provide the base requirements for higher level positions. More detail of specific knowledge, skills and abilities can be found in CO5 Media and Issues as well as in CO5 Communication Generalist and Planning.



ML6

Sources of Candidates For This Position

Education and Experience Required

- □ A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.
- Minimum five years related experience working in or with the media, or in a public relations/corporate communications environment.
- Minimum five years financial and human resource management experience.

Performed Independently and Supervised Others

☐ Establish objectives, policies and standards for an organization's communications function ☐ Assess, develop and implement annual corporate communications plan as approved by executive ☐ Work with executive and program staff to integrate program planning with corporate communications strategies ☐ Develop evaluation tools to monitor the effectiveness of the annual corporate communications plan ☐ Develop effective corporate media policies and ensure compliance ☐ Act as corporate spokesperson as directed by senior staff Develop media relations protocols for communications and public information initiatives within the organization, e.g., news conferences, photo opportunities, news releases, backgrounders, letters to the editor ☐ Provide counsel and training on media relations Provide advice to the executive on options regarding responses to criticism by media/public interest groups regarding policies, programs, events or emerging issues ☐ Formally supervise staff (set performance standards, monitor and evaluate performance against standards, conduct performance reviews and initiate corrective measures) ☐ Plan, evaluate and approve organizational requirements and staffing levels

☐ Select or approve the selection of staff

achieve communications objectives

☐ Compile budgets to manage and

- ☐ Monitor financial performance against budget and manage variances ☐ Assess, prepare, negotiate, tender and award contracts ☐ Provide leadership within the organization on all initiatives designed to increase public awareness of corporate commitments, programs, products, services or activities ☐ Direct and approve all marketing material ☐ Design communications programs to promote increased understanding with stakeholders regarding organization's policies, regulations and mandate ☐ Provide assistance to executive and managers on internal communications protocols within the organization ☐ Develop standards for and ensure the
 - Manage the production of a variety of written communications materials and products including speeches, news releases, letters, editorials, scripts, issue papers, briefing notes, newsletters and publications

quality and effectiveness of written

 Monitor written material to ensure it reflects appropriate corporate messages

Potential Developmental or Promotional Opportunities



ML6:

- Ministry
- Central Agency

materials

ML7:

- Ministry
- Central Agency

ML8:

- Ministry
- Central Agency

MANAGEMENT LEVEL 8

The positions at Management levels 6 & 7 have the same requirements with the following exceptions. Large ministries generally have higher levels based upon greater scope and complexity required in the position. Small ministries would generally have a narrower scope and complexity resulting in lower classifications. Qualifications, however, remain the same.

The skills and abilities listed below reflect additional qualifications required for the ML8 level position. To gain the complete picture of requirements refer to the statements outlined for the ML6-7, and the ML3-5 as these provide the base requirements for higher level positions. More detail of specific knowledge, skills and abilities can be found in CO5 Media and Issues as well as in CO5 Communication Generalist and Planning.



Sources of Candidates For This Position

ML7

Education and Experience Required

A post-secondary degree, diploma or formal course work in communications, public relations, journalism, or related field, or equivalent combination of education and experience.

More than five years related experience working in or with the media, or in a public relations/corporate communications environment.

More than five years financial and human resource management experience.

Performed Independently and Supervised Others

 Advise executive on effective media and stakeholder responses Potential Developmental or Promotional Opportunities



Assistant Deputy Minister (ADM)